**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Luis O. Silva O. | BI analyst | February/04/2025 |

**Proposer:** Emma Santiago, Hiring Manager

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight current status)

**Primary dataset:** market\_1, market\_2, market\_3

**Secondary dataset:** N/d

## User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Emma Santiago, Hiring Manager

Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

Ian Ortega, BI Analyst

Sylvie Essa, BI Analyst

# **Dashboard Functionality**

|  |  |
| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | Create a new dashboard to analyze the number of repeat callers and their problem types across three different market cities. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Access will be granted as **read-only** to the **user profiles** specified in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include: date, market, problem\_type,  contact\_n and contact\_n\_# |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | **Data filters** can be applied for the following timeframes: **Week, Month, and Quarter**.  **Granularity:** Any chart displaying detailed metrics should include interactive functionality, allowing users to **click on a metric** to view specific information. |

# **Metrics and Charts**

Create a table for each chart that you’d like to include in the dashboard. If you’d like to break the dashboard under different headers, feel free to list those here as well.

### Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat calls by first date |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Day of initial call, subsequent repeat calls |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Market & problem type of first repeat calls |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Call type, market, contact\_n\_1 |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Calls by Market and Type |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Market, call type, day |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

**Chart 4**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeats by Week, Month, and Quarter |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Data, contact |
| Metric(s)  (What metrics are relevant to this chart?) | Date |

### Dashboard mockup

[Include mockup sketch here.]